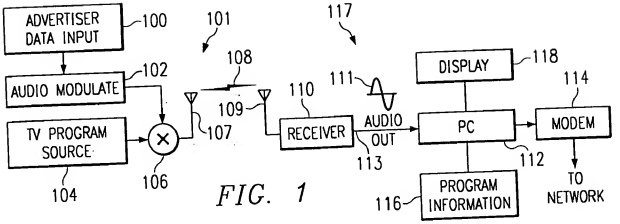

FIG. 1

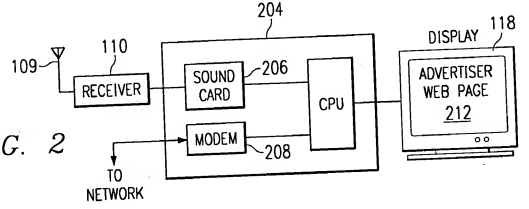

FIG. 2

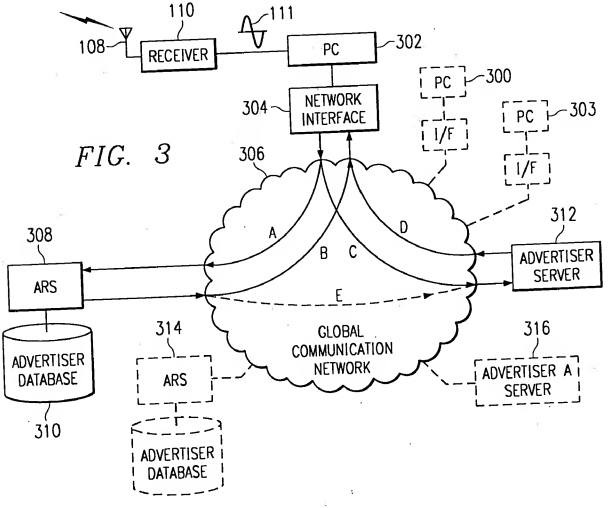

FIG. 3

00tzT0'9E3E6460

PATH A: SOURCE TO ARS

400

URL OF ARS	ADVERTISER PRODUCT CODE	URL OF SOURCE

FIG. 4a

PATH B: ARS TO SOURCE

402

URL OF SOURCE	URL OF ADVERTISER	URL OF ARS

FIG. 4b

PATH C: SOURCE TO ADVERTISER

404

URL OF ADVERTISER	REQUEST-FOR-INFORMATION	URL OF SOURCE

FIG. 4c

PATH D: ADVERTISER TO SOURCE

406

URL OF SOURCE	REQUESTED INFORMATION	URL OF ADVERTISER

FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

408

URL OF ADVERTISER	REQUEST-FOR-INFORMATION	URL OF SOURCE

FIG. 4e

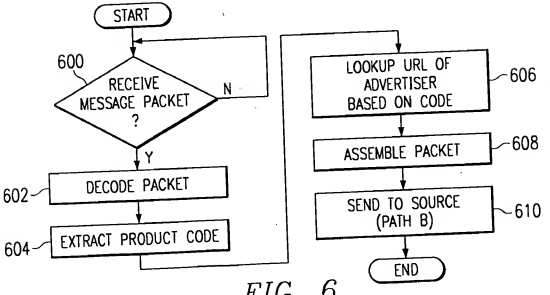

FIG. 6

Oct 27 '98 9:26 06460

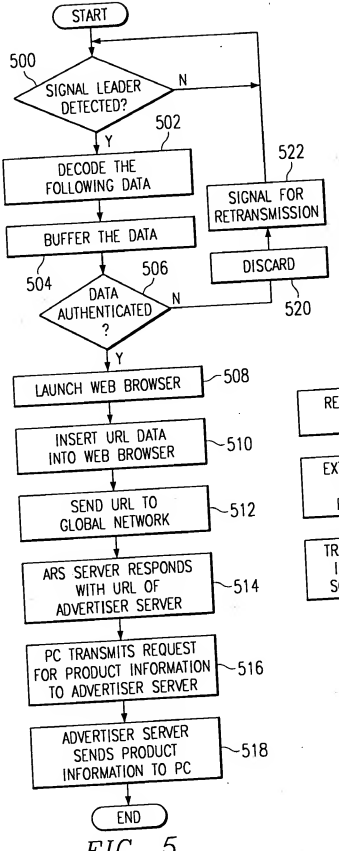

FIG. 5

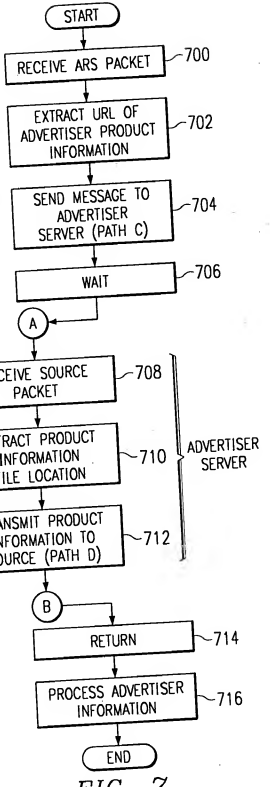

FIG. 7

00h210"-9E206h60

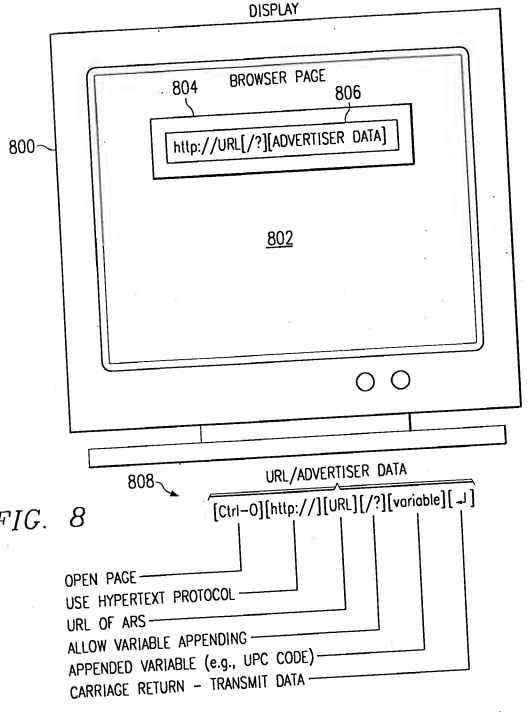

FIG. 8

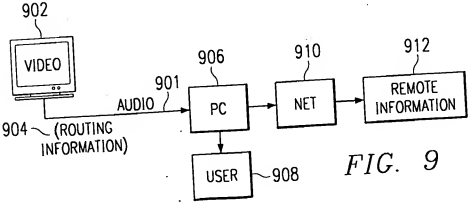

FIG. 9

09/903,636 04210 "Express Mail"

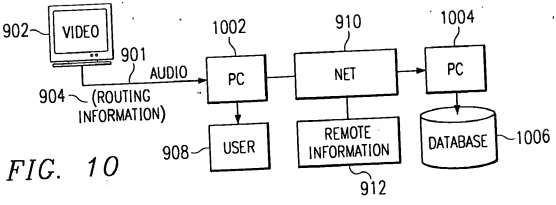

FIG. 10

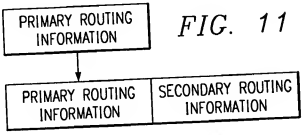

FIG. 11

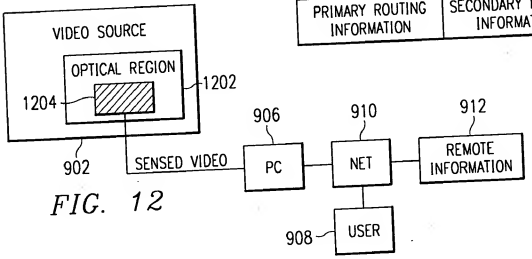

FIG. 12

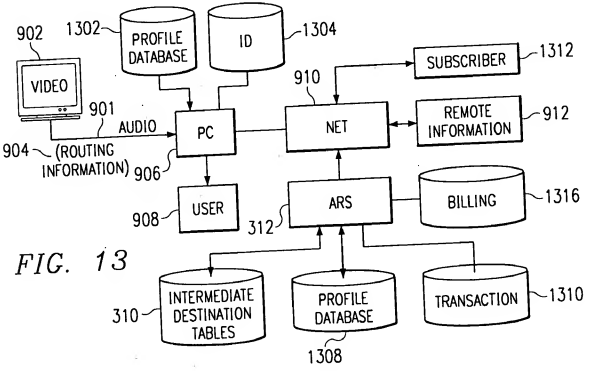

FIG. 13

09403535 "SE0604b0

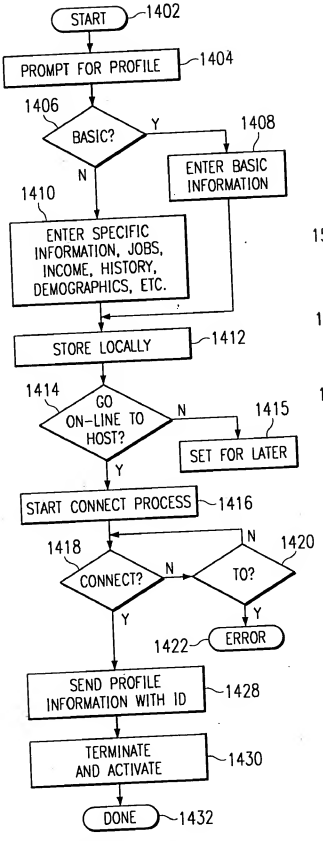

FIG. 14

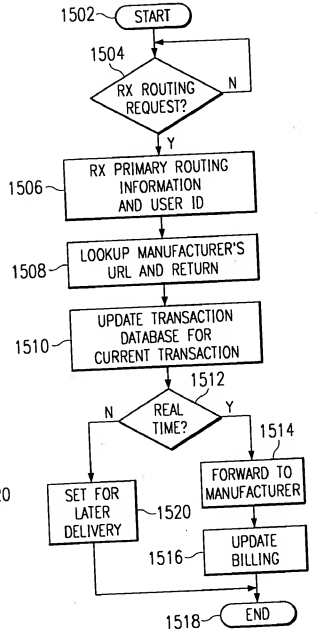

FIG. 15

004270 "SEQ06060

00h2T0'9EE06h60

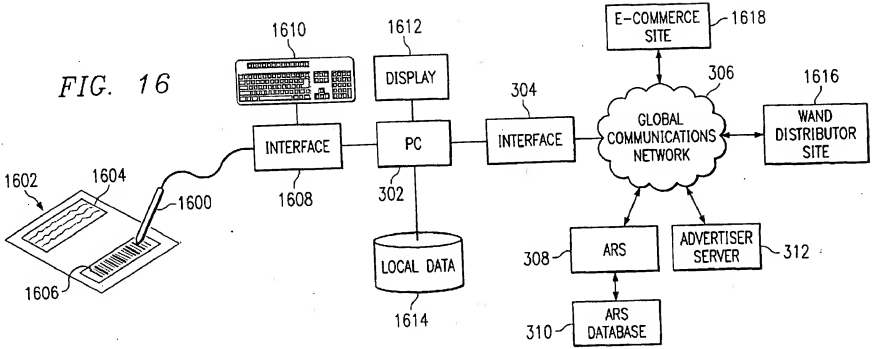

FIG. 16

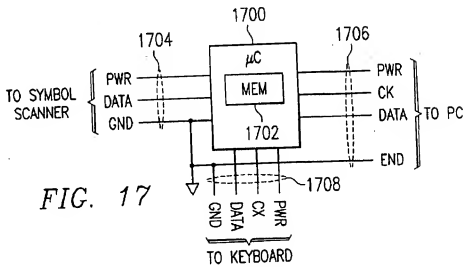

FIG. 17

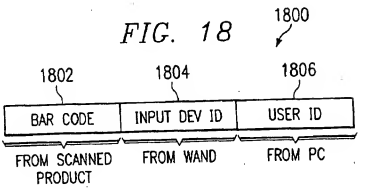

FIG. 18

FIG. 19

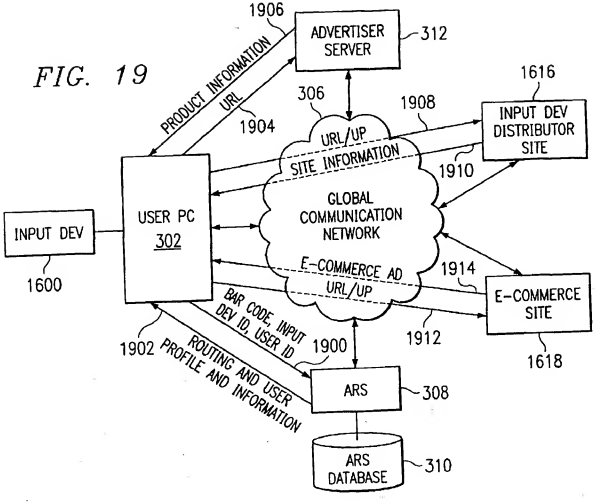
1906
ADVERTISER SERVER
312
PRODUCT INFORMATION
URL
1904
306
URL/UP
SITE INFORMATION
1908
INPUT DEV DISTRIBUTOR SITE
1616
1910
INPUT DEV
1600
USER PC
302
GLOBAL COMMUNICATION NETWORK
E-COMMERCE AD
URL/UP
1914
E-COMMERCE SITE
1618
1912
BAR CODE INPUT
DEV ID, USER ID
1902
ROUTING AND USER PROFILE AND INFORMATION
1900
ARS
308
ARS DATABASE
310

FIG. 20

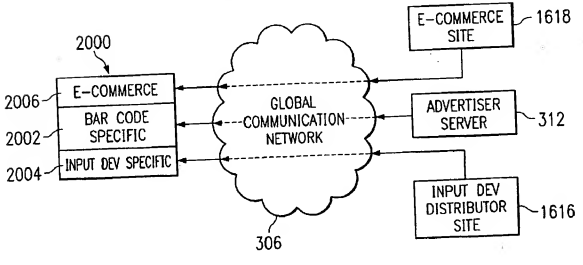
E-COMMERCE SITE
1618
2000
2006
E-COMMERCE
2002
BAR CODE SPECIFIC
2004
INPUT DEV SPECIFIC
GLOBAL COMMUNICATION NETWORK
ADVERTISER SERVER
312
INPUT DEV DISTRIBUTOR SITE
1616
306

FIG. 21

ARS DATABASE 2100

2102		2104		2106	2108	
PRODUCT		WAND		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22

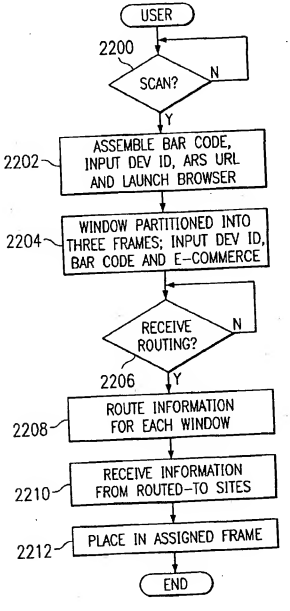

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FIG. 23

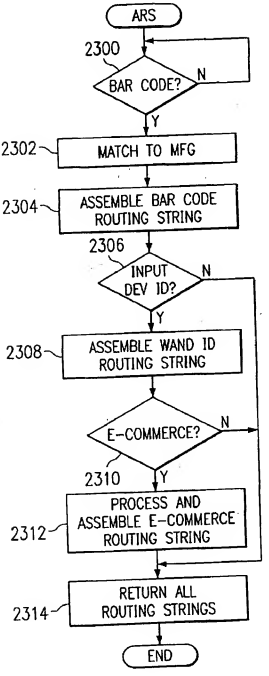
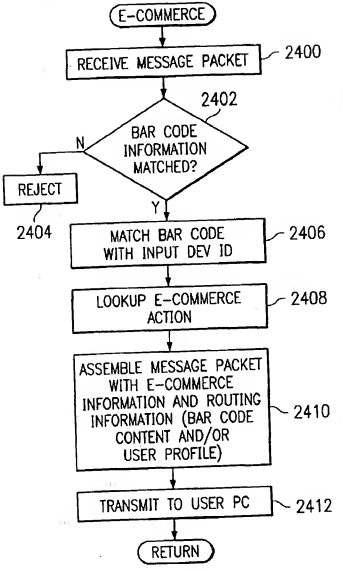


FIG. 24



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09/903,336 · 07/27/01

FIG. 25

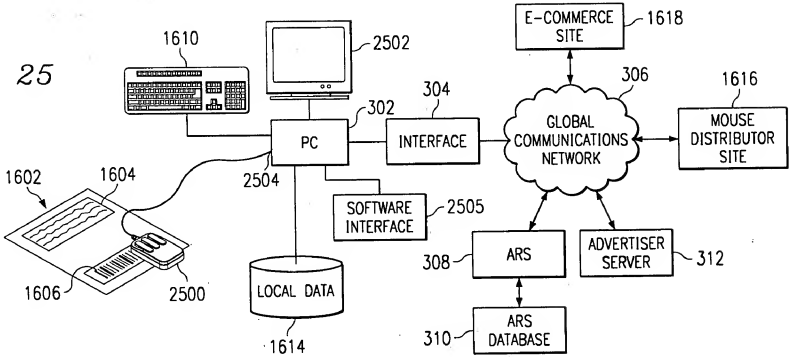
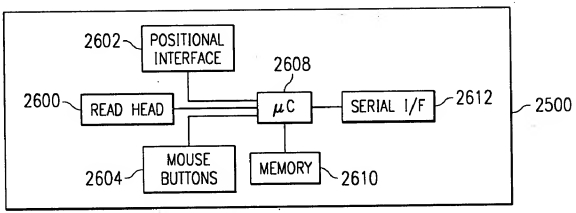


FIG. 26



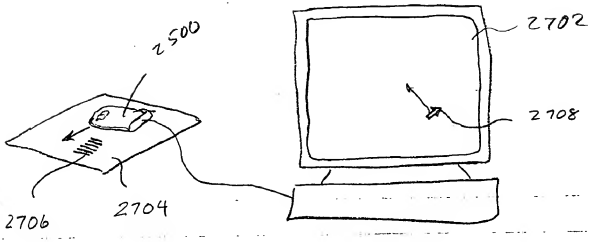


FIG 27

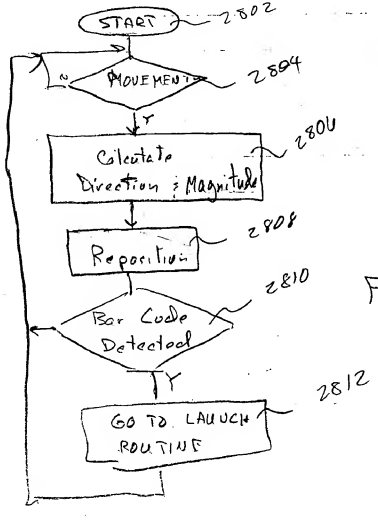


FIG 28

09/900,336 - 07/12/01

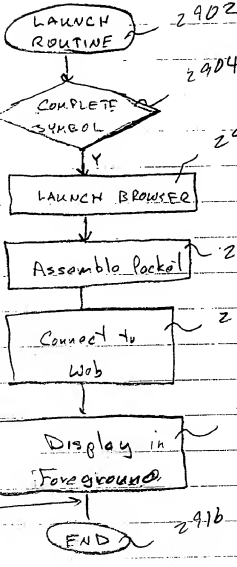


FIG 29

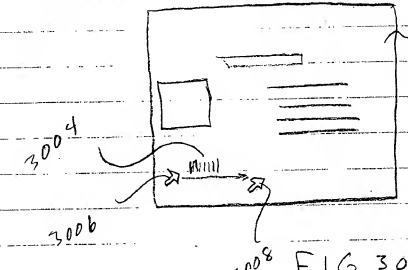


FIG 30

09420,9E0694GD

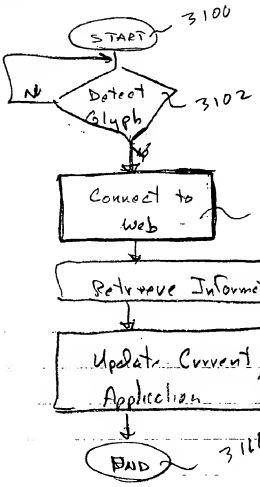


FIG 31

09490336.012400